

# MICADIA MOMENTS

'New approaches to retail success'

Mar - Apr 2008

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## Here's a Thought

**T**oday I received an e-mail from my daughter in Montgomery, AL. Yesterday, she and her daughter went to Prattville AL to help a friend who lost their home in a recent tornado. I was so moved by the comment—"They decided to move into the bathroom, at the last minute." The bathroom was the only room left standing, and a house number was painted on the outside wall of that little room that had saved the lives of that family. That brings up the quote for this issue, found on the walls of Edwin Shaw Rehab Hospital.

*"If we focus on what we think we are missing--we'll miss what we have"*

Don't miss out on your copy of *It's All About Retail, Attracting, Building and Keeping Customers*. There are so many ideas for building and keeping your business alive and thriving. It is so easy to go to the web-site [www.micadia.com](http://www.micadia.com) and buy it through the secure web-site. I will send it out by return mail.

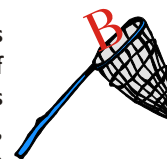
Enjoy the coming spring, and don't forget to practice gratitude, and count your blessings.

*Ann* 



**H**ello again! In my book *It's All About Retail, Attracting, Building and Keeping Customers*, step #14 is about Calamity vs. Crisis. Since the first of the year, this writer has encountered both calamity and crisis; racing, headlong together down the halls of a hospital. Sometimes the answers seemed just too far away to even be seen, and a feeling of helplessness was deep in the pit of the soul.

In a business, it is so important to have a Plan B as well as a safety net. When you made your business plan, you were full of hope and energy for a long and successful future. Your location was perfect, your dream about to become a reality, your merchandise arriving, and your customers pounding on the door. Have you ever considered an alternative? What if there is a crisis that appears too difficult to overcome. Then what?



A client of mine is the epitome of resilience. When the rent escalated at her location, she moved to a temporary location, for the holidays. She was always cheerful and enthusiastic, but the holidays ended—then what? In her current newsletter, there were food tastings scheduled at two locations in the coming weeks. Her newsletter is on-going. She uses her newsletter to keep her customers up to date (*Idea and Task # 32*), and she always appears to have fun (*Idea and Task # 19*). What energy and what ability to drop back and punt.

About 18 months ago, a group of women in Akron, OH loaned a sum of money to [Kiva Org](http://Kiva.org), for a young woman in Nairobi, Kenya, The loan went through The Ebony Foundation, a satellite of Kiva.org. She only needed \$700.00 to expand her hair salon in order to support five children. She is a single mother of two and is raising her sister's children. Her sister and brother-in-law died of HIV/aids. Sylvia had paid back half of the loan, and the group was receiving monthly up-dates about her expansion and progress. Everyone was so thrilled to be helping. Then the riots began in Kenya, over the holidays, most especially concentrated in the area where Sylvia had her shop. Now the group doesn't even know if she is alive. Naturally the loan has been forgiven, but what about Sylvia and the children? Is there hope? Of course, there is always hope, but it certainly puts everything in perspective doesn't it?

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A book designed for the entrepreneur and the consumer written by Ann Reeves Burton, based on over 30 years of retail experience.

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**Maybe I Can Do It All!** 'New approaches to retail success'